

CITY OF LOWELL  
DOWNTOWN DEVELOPMENT AUTHORITY  
THURSDAY, FEBRUARY 18, 2016  
12 NOON

AT

LOWELL CITY HALL  
COUNCIL CHAMBERS  
SECOND FLOOR  
301 EAST MAIN STREET

1. CALL TO ORDER; ROLL CALL
2. APPROVAL OF THE AGENDA
3. APPROVAL MINUTES OF PREVIOUS MEETING(S)
  - a) November 5, 2015 Regular Meeting
4. TREASURER'S REPORT
5. PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA
6. OLD BUSINESS
  - a) Downtown Development Plan
  - b) South Monroe Parking
  - c) Economic Development
  - d)
7. NEW BUSINESS
  - a) Approval of 2016 Meeting Dates
  - b) Parking Strategy Report
  - c) Chamber of Commerce – Summer Concert Series
  - d)
8. REPORTS AND MEMBER COMMENTS
9. ADJOURNMENT

**OFFICIAL PROCEEDINGS  
OF THE  
DOWNTOWN DEVELOPMENT AUHTORITY  
OF THE  
CITY OF LOWELL  
THURSDAY, NOVEMBER 5, 2015**

1. **CALL TO ORDER; ROLL CALL**

The Meeting was called to order at 12:13 p.m. by Chair Jim Reagan.

Present: Cliff Yankovich, Brian Doyle, Mark Howe, Mike Larkin (arrived at 12:15 p.m.), Dean Lonick, April McClure, Mike Sprenger, and Jim Reagan.

Absent: Shelley Catlin and Mike Larkin

Also Present: City Clerk Susan Ullery and DPW Director Ron Woods.

2. **EXCUSE OF ABSENSES**

IT WAS MOVED BY HOWE and seconded by SPRENGER to excuse the absences of Boardmembers Catlin and Larkin (arrived at 12:15 p.m.)

YES: 7. NO: 0. ABSENT: 2. MOTION CARRIED.

3. **APPROVAL OF THE AGENDA**

IT WAS MOVED BY YANKOVICH and seconded by MCCLURE to approve the agenda as modified.

YES: 8. NO: 0. ABSENT: 1. MOTION CARRIED.

4. **APPROVAL OF THE MINUTES**

IT WAS MOVED BY SPRENGER and seconded by YANKOVICH to approve the minutes of the September 10, 2015 meeting as written.

YES: 8. NO: 0. ABSENT: 1. MOTION CARRIED.

5. **TREASURER'S REPORT**

The following reports were provided to the Boardmembers by Mark Howe:

DOWNTOWN DEVELOPMENT AUTHORITY FUND  
FINANCIAL STATEMENT  
October 8, 2015

Beginning Balance:	\$396,776.49
Revenue:	
TIFA Revenue	\$312,000.00
Interest	
Total Revenues	\$708,776.49
Expenditures:	
Capital Outlay	\$6,766.19
Salaries/FICA	\$10,275.37
Maintenance Supplies	\$6,822.51
Utilities	\$3,298.76
Misc. and Community Promotions	\$489.47
Accrued Wages	\$1,644.68
Accrued Payables	\$1,566.43
Administration	\$4,939.71
Prof. Services	
Transfer to General Fund	
Total Expenditures	\$35,803.12
Ending Balance	\$672,973.37

Capital outlay appropriated:

\$10,000 S. Monroe temporary parking

\$100,000 S. Monroe parking

\$110,000 Avery Street project, 1/3 the cost, not to exceed \$110,000 carried over from last fiscal year.

DOWNTOWN DEVELOPMENT AUTHORITY FUND  
FINANCIAL STATEMENT  
November 5, 2015

Beginning Balance:	\$396,776.49
Revenue:	
TIFA Revenue	\$578,972.80
Interest	
Total Revenues	\$975,749.29
Expenditures:	
Capital Outlay	\$6,766.19
Salaries/FICA	\$12,412.66
Maintenance Supplies	\$8,777.74
Utilities	\$4,894.19
Misc. and Community Promotions	\$736.82
Accrued Wages	\$1,644.68
Accrued Payables	\$1,566.43
Administration	\$8,548.02
Prof. Services	
Transfer to General Fund	
Total Expenditures	\$45,346.73
Ending Balance	\$930,402.56

Capital outlay appropriated:

- \$10,000 S. Monroe temporary parking
- \$100,000 S. Monroe parking
- \$110,000 Avery Street project, 1/3 the cost, not to exceed \$110,000 carried over from last fiscal year.

IT WAS MOVED BY YANKOVICH and supported by SPRENGER to accept the Treasurer's Reports as submitted.

YES: 8. NO: 0 ABSENT: 1. MOTION CARRIED.

6. PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA

No comments were received.

7. OLD BUSINESS

- a. Downtown Development Plan. No update was provided.

- b. South Monroe Parking. The City believes the right of way that the railroad company has behind the Lowell Granite no longer exists. Howe has looked at the deed which states that the right of way would only be allowed if the railroad tracks were still in use for railroad purposes. Howe has discussed this with City Attorney Richard Wendt, who is in discussions with the title company. Wendt is asking the insurance company what their position is on all of this as well.
- c. City of Lowell Redevelopment Liquor License Approval Process. Boardmember Howe provided a draft copy of the redevelopment liquor License approval process. He stated that the City Council is satisfied with the changes and we are now waiting for input from the Planning Commission.

8. NEW BUSINESS

- a. Chamber of Commerce – Funding for Marketing and Christmas. Liz Baker asked for \$25,000 for marketing and spoke about the marketing tools the Chamber uses their funds for, such as cable ads, radio advertising, local billboards, newsprint, flyers, etc. LACF committed to \$30,000. She also explained how this money is coming back into the community through the events they are hosting, such as the Girls Night Out, the Christmas in Lowell and the Harvest Celebration. Asking \$6,200 for the Christmas events.

IT WAS MOVED BY SPRENGER and supported by HOWE to approve the \$25,000 for marketing as requested by Liz Baker and The Chamber of Commerce.

YES: 7. NO: 1.(Lonick) ABSENT: 1. MOTION CARRIED.

IT WAS MOVED BY MCCLURE and supported by YANKOVICH to approve the \$6,200 for Christmas events as requested by Liz Baker and The Chamber of Commerce.

YES: 8. NO: 0. ABSENT: 1. MOTION CARRIED.

- b. Downtown Clock Repairs and Upgrades. Boardmember Howe spoke about the downtown clock and the repairs needed. The City received a quote from the Verdin Company for \$4,580. Howe also asked the City Council if they would cover the cost if the DDA didn't, and they stated they would. DPW Director Ron Woods also spoke about the history of the clock and his discussions with a gentleman from the Verdin Company.

IT WAS MOVED BY LONICK and supported by SPRENGER to approve the \$4,580.00 needed for the Verdin Company to do the repairs to the downtown clock.

YES: 8. NO: 0 ABSENT: 1. MOTION CARRIED.

- c. Economic Development. Boardmember Howe spoke about bringing on Economic Staff. He spoke about the Flat River Connect group and asked Chamber of Commerce Director Liz Baker to provide a brief synopsis regarding this group. Baker spoke about the community vision and how current local businesses wanted to see more effort put into getting new businesses into the downtown area. Those currently in this informal group include the City of Lowell and the Lowell Chamber of Commerce as well as other local business owners. They are thinking about setting up an office space in a currently owned City building where different local businesses could come in and use the same space. This space would include permanent office space, meeting rooms and space where you could come in 24/7 and do your work and then leave.

There was concern about how long the DDA would be asked to support the group and whether or not the City should be concerned with this type of group. Boardmember Howe stated that he would expect that the economic staff person would be funded by the DDA, but that the group would eventually be self-sufficient.

9. **REPORTS AND MEMBER COMMENTS.**

Boardmember McClure questioned when Catlin's term expired. City Clerk Sue Ullery stated January 1, 2016.

The next meeting was scheduled for December 10, 2015.

IT WAS MOVED BY LONICK and seconded by DOYLE to adjourn at 1:10 p.m.

Date:

APPROVED:

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James E. Reagan, Chair

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Mark A. Howe, Secretary

DOWNTOWN DEVELOPMENT AUTHORITY FUND  
 FINANCIAL STATEMENT  
 February 17, 2016

Beginning Balance:	\$396,776.49
Revenue:	
TIFA Revenue	\$639,972.80
Interest	
Misc.	19.92
 Total Revenues	 \$1,036,769.21
Expenditures:	
Capital Outlay	\$11,408.47
Salaries/FICA	\$19,645.94
Maintenance Supplies	\$18,140.74
Utilities	\$10,793.95
Misc. and Community Promotions	\$36,759.80
Accrued Wages	\$1,644.68
Accrued payables	\$1,566.43
Administration	\$8,637.11
Prof. Services	
Transfer to General Fund	
<i>Total Expenditures:</i>	\$108,597.12
 Ending Balance	 \$928,172.09

Capital outlay appropriated

- .
- \$10,000 S. Monroe temporary parking
- \$100,000 S. Monroe Parking
- \$110,000 – Avery Street project, 1/3 the cost not to exceed \$110,000 carried over from last fiscal year.

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248	DOWNTOWN	DEVELOPMENT	AUTHORITY				
11/05/2015	GEN	66992	BC PIZZA	COMMUNITY PROMOTION	880.000	740	75.03
11/06/2015	GEN	66994	PETTY CASH	COMMUNITY PROMOTION	880.000	740	11.95
11/06/2015	GEN	67010	LOWELL LIGHT & POWER	PUBLIC UTILITIES	920.000	463	708.08
11/12/2015	GEN	67022	BERNARDS ACE HARDWARE	REPAIR & MAINTENANCE	930.000	463	4.99
11/12/2015	GEN	67026	CANFIELD PLUMBING & HEATING IN	REPAIR & MAINTENANCE	930.000	463	367.95
11/12/2015	GEN	67034	HOOPER PRINTING	OPERATING SUPPLIES	740.000	463	698.17
11/12/2015	GEN	67053	SCHOITEN LANDSCAPE MAINTENANCE	REPAIR & MAINTENANCE	930.000	463	84.00
11/12/2015	GEN	67064	WILLIAMS & WORKS INC.	PROFESSIONAL SERVICES	801.000	483	122.00
12/03/2015	GEN	67107	HOMETOWN DECORATION AND DISPLAY	COMMUNITY PROMOTION	880.000	740	4,736.00
12/09/2015	GEN	67142	GREATER LOWELL CHAMBER FOUND.	COMMUNITY PROMOTION	880.000	740	25,000.00
12/09/2015	GEN	67143	LOWELL AREA CHAMBER	COMMUNITY PROMOTION	880.000	740	6,200.00
12/17/2015	GEN	67151	BERNARDS ACE HARDWARE	OPERATING SUPPLIES	740.000	463	31.96
				REPAIR & MAINTENANCE	930.000	463	32.94
				CHECK GEN 67151 TOTAL			64.90
12/17/2015	GEN	67181	LOWELL LIGHT & POWER	PUBLIC UTILITIES	920.000	463	950.31
12/17/2015	GEN	67189	NAPA AUTO PARTS	REPAIR & MAINTENANCE	930.000	463	10.22
12/17/2015	GEN	67197	SELF SERVE LUMBER	OPERATING SUPPLIES	740.000	463	8.97
12/17/2015	GEN	67204	THORNAPPLE RIVER NURSERY, INC.	OPERATING SUPPLIES	740.000	463	24.50
01/08/2016	GEN	67279	LOWELL LIGHT & POWER	PUBLIC UTILITIES	920.000	463	2,251.50
01/08/2016	GEN	67289	WILLIAMS & WORKS INC.	PROFESSIONAL SERVICES	801.000	450	22.20
01/14/2016	GEN	67318	SELF SERVE LUMBER	OPERATING SUPPLIES	740.000	463	243.32
01/27/2016	GEN	67368	LOWELL LIGHT & POWER	PUBLIC UTILITIES	920.000	463	210.00
01/27/2016	GEN	67380	THE VERDIN COMPANY	REPAIR & MAINTENANCE	930.000	463	630.00



CHECK DISBURSEMENT REPORT FOR CITY OF LOWELL  
 CHECK DATE FROM 11/04/2015 - 02/17/2016

Check Date	Bank	Check #	Payee	Description	Account	Dept	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY							
01/27/2016	GEN	67381	THE VERDIN COMPANY	REPAIR & MAINTENANCE	930.000	463	2,290.00
01/27/2016	GEN	67386	WILLIAM BOS GREENHOUSE	PROFESSIONAL SERVICES			** VOIDED **
02/11/2016	GEN	67418	DURKEE LUMBER	REPAIR & MAINTENANCE	930.000	463	290.20
02/11/2016	GEN	67453	WILLIAMS & WORKS INC.	PROFESSIONAL SERVICES	801.000	450	289.66
Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY							45,293.95



# **DOWNTOWN DEVELOPMENT AUTHORITY**

## **DRAFT DEVELOPMENT PLAN**

# **DOWNTOWN DEVELOPMENT AUTHORITY**

## **DRAFT DEVELOPMENT PLAN**

The Downtown Development Authority for the City of Lowell has created this Development Plan including a long-term capital improvement program for the purpose of developing and promoting the commercial and industrial base within the district.

The plan is intended to reflect priorities of the Downtown Development Authority to advance its purpose while collaborating with the Lowell City Council to advance the Strategic Plan for the City of Lowell. Specifically, this Development Plan addresses the following strategic objectives of the City of Lowell:

### **COMMUNITY COLLABORATION**

#### **Be a Collaborative Leader in the Greater Lowell Community**

- Engage with individuals and organizations within the community
- Integrate with local government and organizations in the West Michigan region

### **GOVERNMENT EFFICIENCY AND EFFECTIVENESS**

#### **Maintain a Strong Organization and Sustainable Infrastructure**

- Manage financial, human and capital resources to reflect the Strategic Plan
- Preserve city and community facilities
- Extend the useful life of streets and utilities

### **QUALITY NEIGHBORHOODS**

#### **Develop and Nurture Safe, Attractive and Desirable Neighborhoods**

- Provide public spaces where people can relax and gather

### **ECONOMIC VITALITY AND SUSTAINABILITY**

#### **Encourage a Climate for Business to Thrive**

- Preserve and honor the historic downtown
- Promote walkability and accessibility throughout the business districts
- Incorporate the rivers and other natural features into downtown development
- Nurture public and private partnerships for a prosperous business environment
- Maintain and expand public facilities and infrastructure to meet retention and development needs

### **DIVERSE RECREATIONAL AND CULTURAL OPPORTUNITIES**

#### **Become a Trail Town and Encourage Recreation, Art and Culture**

- Develop and maintain a city trail network connected with regional trails
- Partner with local organizations to develop and promote trails, recreation, arts and culture

# **DOWNTOWN DEVELOPMENT AUTHORITY**

## **DRAFT DEVELOPMENT PLAN**

The Development Plan was created through a series of priority setting exercises in which members of the Downtown Development Authority examined specific projects and future plans and rated them into tiers for inclusion in the plan.

This plan is intended to be a working document that is reviewed and updated each year.

### **Projects Currently In Progress**

Items supported by the Downtown Development Authority that are currently in the process of being implemented, either through the City of Lowell, the Downtown Development Authority and/or collaboration with other agencies.

- Main Street Mid-Block Crossing – A mid-block crossing of Main Street connecting the Riverwalk and Veteran’s Park has been desired by the community for many years. This was identified in the Downtown Placemaking Plan and is currently being discussed with the Michigan Department of Transportation as part of a planned MDOT M-21 improvement project.
- Banner Program – The Downtown Development Authority authorized a banner program as part of its 2014-15 budget. The City of Lowell is currently working with the Lowell Area Chamber of Commerce to create a set of banners that promote several key events held throughout the community.
- Remove Radio Tower at Cable Building – The City of Lowell plans to request proposals to have the tower removed in 2015.
- Wayfinding Signs – A working group was formed several years ago to identify locations and coordinate a common signage system. The City of Lowell was successful in obtaining a grant from the Lowell Area Community Fund for design and production of signage. The working group postponed its efforts in anticipation of the completion of the Downtown Placemaking Plan which identified specific wayfinding signage locations in the downtown.
- Showboat Maintenance – The City of Lowell continues to maintain the historic showboat through General Fund taxes. The future of the showboat was discussed as part of the Riverwalk Stage/Showboat Planning process.

# **DOWNTOWN DEVELOPMENT AUTHORITY**

## **DRAFT DEVELOPMENT PLAN**

### **Tier One Projects (next five years)**

Specific projects were identified by the Downtown Development Authority to be addressed during the next five years in its development and capital improvement plan.

- **South Monroe Parking Lot** – A new parking lot with upgraded utilities has been in the planning stages for several years. The lot is intended to spur business activity and serve existing businesses in the buildings on the 200 block of East Main Street.
  - South Monroe Parking Utility Improvements
- **Avery Street Improvement Project** – A downtown street improvement project is proposed for 2015 that would include Avery Street from Monroe to Jackson, then the single blocks of Monroe, Washington, Jefferson and Jackson between Avery and Main. The DDA is being asked to participate with the City of Lowell on this street improvement project.
- **Business Development/Recruitment Packet** – A professionally developed packet that tells “the story” of Lowell will be useful for promoting and recruiting business investment in the district.
- **Water Street Sewer Line Upgrade** – As a result of an upgraded sewer line installed during the King Milling expansion, a section of sewer line from King Milling to the lift station will need to be upgraded.
- **Buried Power Lines** – Particularly in the downtown portion of the district, buried power lines help improve the small town feel of the downtown while allowing visitors to focus on the historic buildings and other amenities (such as art).
- **Wastewater Lift Station Upgrade** – An upgrade to the major lift station serving the community will be needed in the near future.

### **Tier One Planning Goals (next five years)**

Several items were identified by the Downtown Development Authority for further discussion and planning which could result in adding specific projects to the development and capital improvement plan.

- Develop and Improvement Riverwalk/Riverfront
  - Brick Repair/Replacement
- Repair Existing Downtown Parking Lots
- West Side Riverbank Retention
- Permanent Restrooms Downtown
- Add Downtown Parking (Parking Analysis)
- Street Improvements (General)
  - Sidewalk Improvements (General)
- Community Development Staff
  - Retail Recruitment Program
  - Promote Business Development
- Bike Racks
- Historic Building Improvements
  - Accessibility (ADA) Assistance
  - Façade Improvements
  - Fire Suppression

# **DOWNTOWN DEVELOPMENT AUTHORITY**

## **DRAFT DEVELOPMENT PLAN**

### **Tier Two Projects (five to ten years)**

Specific projects were identified by the Downtown Development Authority to be addressed in five to ten years in its development and capital improvement plan.

- North Monroe Streetscape – This project was included in the Downtown Placemaking Plan and consists of reconfiguration of North Monroe Street into a one-way street with additional parking, Main Street bump-outs, landscape, and other features.
- Stage Structure, Stage Area and Plaza Improvements – This project was include in the Riverwalk Stage/Showboat Planning project and includes the construction of a new stage over the river, plaza and other improvements around the stage area.
- Main Street Bump Outs – This project was included in the Downtown Placemaking Plan and consists of Main Street Bump Outs and related features to help beautify the downtown, improve pedestrian safety and calm traffic.

### **Tier Two Planning Goals (five to ten years)**

Several items were identified by the Downtown Development Authority for further discussion and planning which could result in adding specific projects to the development and capital improvement plan.

- Trail Connector to Downtown for 125-mile Fred Meijer Trail
- West Main Street Development Plan
  - West Main Street Lighting
- Cable Building Renovations
  - Flat River Connect
  - Move DPW Sign Shop to DPW Building
- Rental Rehabilitation
- Downtown WiFi



301 East Main Street  
Lowell, Michigan 49331  
Phone (616) 897-8457  
Fax (616) 897-4085

CITY OF LOWELL

PUBLIC NOTICE

The Lowell City Council, sitting as the Zoning Board of Appeals, will hold a public hearing at a regularly scheduled meeting on Monday, March 7, 2016 at 7:00 p.m. in the City Council Chambers, Second Floor, 301 East Main Street, Lowell, Michigan 49331 to consider the following variance request:

119, 121, 125 and 127 Monroe Street SE – The City of Lowell has requested a variance to allow for a parking lot to be constructed within 20 feet of the Monroe Street right of way. The Zoning Ordinance requires a 20 foot front yard setback for all off-street parking lots; thus, a variance was requested.

Information regarding this request and the Zoning Ordinance are available for public viewing at City Hall, 301 E. Main Street, Lowell, Michigan, during regular business hours. Written comments will be received until the time of the hearing.

Susan Ullery  
City Clerk

**2016 DOWNTOWN DEVELOPMENT AUTHORITY MEETING DATES**  
**12:00 NOON**  
**CITY COUNCIL CHAMBERS – SECOND FLOOR**

January	7 - Cancelled	July	7
February	4 - Rescheduled 18	August	4
March	10	September	8
April	7	October	6
May	5	November	10
June	9	December	8





# Greater Lowell Chamber Foundation

February 16, 2016

Dave Pasquale  
City of Lowell – DDA  
301 E Main St  
Lowell, MI 49331



Dear Dave and members of the DDA:

The LowellArts! and the Lowell Area Chamber of Commerce have a mutual goal to increase the quality of life for residents and bring visitors to the greater Lowell community. In addition, both organizations wish to use the arts as an economic development resource for the entire community including businesses, service organizations, and government entities.

*The LowellArts! mission is: The LowellArts! will integrate the arts in daily life for all citizens in the Lowell area. Statement of Purpose: To encourage the understanding and enjoyment of the arts in the schools and communities we serve and to provide expression and enjoyment of the arts to all segments of these communities.*

*The Lowell Area Chamber of Commerce mission is: To promote the commercial welfare of the Lowell area, making the area a desirable location for capital investment and residence, also to promote the quality of life and harmony among the business and residential communities.*

Today we are requesting \$6,000 to support the 2016 Lowell Showboat Sizzlin' Summer Concerts Series and Sizzlin' Summer Movie night that would complete our series. Thank you for considering our proposal for funding.

Sincerely,

*Lorain Smalligan*

*Liz Baker*

Lorain Smalligan  
Lowell Area Arts Council  
  
Executive Director

Liz Baker  
Lowell Area Chamber of Commerce/Chamber Executive  
Foundation  
Executive Director

113 Riverwalk Plaza - PO Box 224 - Lowell, Michigan 49331  
Phone (616) 897-9161 - Fax (616) 897-9101  
E-mail [info@lowellchamber.org](mailto:info@lowellchamber.org) - Web Site [www.lowellchamber.org](http://www.lowellchamber.org)

**LOWELL SHOWBOAT SIZZLIN' SUMMER CONCERTS - 2016**

**(10 Week Series)**

**Projected Budget:**

	<u>BUDGET</u>	<u>In-kind</u>	<u>Total</u>	<u>Adjusted Budget</u>
<b>EXPENSES</b>				
Musician Fee	8,000		8,000	9,000
Sound Technicians	4,500		4,500	4,500
Administration				
Medic Support	500		500	500
LowellArts! / LACC	10,000		10,000	10,000
Emcee / Musician & Sound Contracts	500	600 Greenridge Realty	1,100	1,100
BMI	300		300	300
Sound Insurance	500		500	500
Office Supplies / Postage / Beverage for Musicians	300		300	300
Bleacher rental & stage set-up	1,500		1,500	1,500
Marketing & Concert Banner	6,000	1800 Hooper / Lowell Ledger /MLive	7,800	6,800
Showboat set-up and after concert cleanup of trash	250		250	250
Contract Labor - Cleaning of Library bathrooms and Chamber	900		900	900
Flat River Grill - Gift Certificates for volunteers		600 Flat River Grill	600	600
Film	1,200		1,200	1,200
Children's Activities - Hiring artists (estimated)	1,750		1,750	1,750
	<u>\$ 36,200</u>	<u>\$ 3,000</u>	<u>\$ 39,200</u>	<u>\$ 39,200</u>

**REVENUE**

Lowell Area Community Fund	10,900		10,900	10,900
Lowell Downtown Development Authority	6,000		6,000	6,000
Entertainment Sponsor	6,000		6,000	6,000
23 Corporate Sponsors (paid and in-kind)	10,800	3000	13,800	13,800
Concessions	2,500		2,500	2,500
	<u>\$ 36,200</u>	<u>\$ 3,000</u>	<u>\$ 39,200</u>	<u>\$ 39,200</u>